

Claim 207 becomes Claim 13;  
Claim 209 becomes Claim 14;  
Claim 210 becomes Claim 15;  
Claim 211 becomes Claim 16;  
Claim 212 becomes Claim 17;  
Claim 213 becomes Claim 18;  
Claim 214 becomes Claim 19;  
Claim 215 becomes Claim 20;  
Claim 216 becomes Claim 21;  
Claim 217 becomes Claim 22;  
Claim 218 becomes Claim 23;  
Claim 219 becomes Claim 24;  
Claim 220 becomes Claim 25;  
Claim 221 becomes Claim 26;

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<sup>39</sup>  
~~35~~ (Twice Amended) A method as claimed in Claim <sup>30</sup>~~27~~, further including repeatedly performing the following steps:

D2<sub>S</sub> determining, for at least one of said first and second players, a corresponding opponent's play that is responsive to a play made by at least one player, and presenting, via a transmission on the communications network, a presentation of the corresponding opponent's play to at least one player.

Claim 56, line 26, after "wherein said step of receiving" please insert --at the GPIAN--.

Claim 62, line 3, please delete "A3" and insert--A2-- therefor.

Claim 91, line 17, please delete " , wherein said particular presentation" and insert --wherein said particular presentation-- therefor.

194. (Once Amended) A method of playing a game, comprising:

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generating electronic game tokens for playing the game, said game tokens played in [an] instances of the game to affect [an] outcomes of the instances;

receiving player identification data prior to at least a first player playing the game, wherein said identification data is used to identify information related to the first player in subsequent instances of the game;

first playing a first instance of the game interactively with the first player and a substantially electronic game playing module, wherein said game playing module plays a first sequence of said game tokens;

second playing a second instance of the game interactively with a second player and said game playing module, wherein said first and second game instances overlap in time, and wherein said game playing module plays a second sequence of game tokens when playing said second instance of the game;

wherein said first and second sequences have at least different game tokens in at least one identical game token position, in each of said first and second sequences; and

presenting to the first player, during said first instance, an advertisement capable of changing to a different advertising presentation when the first player responds to said advertisement, wherein said change to said different advertising presentation does not change an availability to subsequently perform game plays of said first instance.

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m Claim 195, line 3, after ":", please insert --and--.

Claim 199, line 1, immediately after "viewing", please insert -- a--.

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m Claim 207, line 2, please delete "presentations" and insert --presentation-- therefor.

Claim 207, line 3, after ":", please insert --and--.

209. (Once Amended) A method of advertising on the Internet, comprising: for each of one or more users accessing the Internet, the following steps are performed:

first transmitting, from the user, an Internet request for contacting a providing node of the Internet, said providing node provides access to one or more display presentations for a service with which the user desires to interact, wherein said request has associated therewith

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an Internet address for contacting the providing node, and wherein said interactive service is interactive via the Internet [between said providing node and] with the user;

first receiving, via [from] the providing node [via the Internet], said one or more display presentations for presenting on at least a portion of a display of a user node by which the user accesses the Internet;

first presenting, by the user node, [concurrently] overlapping with a display of at least one of the display presentations, a first one or more advertising presentations for providing information related to one or more of a product and a service, wherein said first one or more advertising presentations [is] are received via the Internet in response to Internet transmissions by [from] the providing node, and displayed on at least a portion of said display;

second presenting, by the user node over time, one or more additional advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein each of at least most of said additional advertising presentations is: (a) received via the Internet [from] in response to Internet transmissions by the providing node, and (b) displayed on at least a portion of said display without the user providing an input subsequent to said steps of first transmitting, first receiving and first presenting [that requests] to which said one or more additional advertising presentations are responsively provided.

second transmitting, via the Internet, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said destination node identified at said user node by destination Internet link information used for transmitting said data;

second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the user.

210. (Once Amended) The method of Claim 209, wherein one or more of:

(a) said step of second presenting includes periodically transmitting via the Internet one of said additional advertising presentations to said user node;

(b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;

(c) said forced display [of said first advertising presentation] is in exchange for subsidizing a cost related to accessing the Internet, wherein said subsidizing the cost related to accessing the Internet includes one of: a subsidy of an Internet access charge, and free access to the Internet;

(d) said first advertising presentations is one of: (i) received from the providing node as part of the at least one display presentation, and (ii) received from an Internet site providing for the forced exposure of said first advertising presentations on said display;

(e) said destination Internet link information includes a hyperlink for accessing said destination Internet node;

(f) said destination Internet node is an Internet site for a sponsor of said advertising presentation to which said action by the user is responsive; and

(g) said display presentations are related to a game, and said providing node includes an Internet web site for determining at least one play of said game.

212. (Once Amended) The method of Claim 209, wherein one or more of:

(a) at least one of said steps of first and second presenting [are] is in response to a communication: (i) from said providing node [an Internet service provider] connecting the user to the Internet, and (ii) to some Internet node so that said some Internet node transmits one or more of: said first advertising presentations, and said additional advertising presentations to the user node;

(b) said step of second receiving includes receiving further information related to the product or service of the advertising presentation for which said action by the user is a response;

30 (c) further including a step of third presenting said another presentation on said Internet user node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting.

213. (Once Amended) The method of Claim 209, wherein said step of second presenting includes presenting at least one of said additional advertising presentations overlapping [concurrently] with a display of at least one of said display presentations.

214. (Once Amended) A method of advertising on the Internet, comprising:  
for each of one or more users accessing the Internet, the following steps are performed:

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5 receiving, at an Internet providing node and from a user node by which the user accesses the Internet, an Internet request for one or more display presentations of an interactive service, wherein said request has associated therewith an Internet address for contacting the providing node, and wherein said interactive service is interactive via the Internet between said providing node and the user;

10 transmitting to the user node, in response to said Internet request. [from the providing node, via the Internet]

(a) and (b) following:

(a) said one or more display presentations of said service for presenting on at least a portion of a display for the user node, and

15 (b) [a plurality of] one or more advertising presentations, wherein a first of said advertising presentations is also displayed on at least a portion of said display with at least one of said display presentations;

20 wherein, over time, one or more additional of said advertising presentations are presented on at least a portion of said display without the user providing an input having a corresponding next response that presents said one or more additional advertising presentations;